January 3, 1938 No. 474

MONDAY MORNING MESSAGE
To Lincoln Life Field Men

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY OF FORT WAYNE, INDIANA

Your Part in Lincoln Month

FEBRUARY is **your** opportunity. Because you are the **Lincoln** Life representative you enjoy a unique place in your community. You are the natural source of Lincoln data and Lincoln material for the observance of his birth month.

You are the personal representative in your community of the Lincoln National Life Foundation, sponsored by your Company and created to foster interest in Abraham Lincoln, and to contribute to Lincoln lore through original study and research. You are the representative of the Company whose Home Office building houses the most complete library of Lincoln literature in existence.

Just how can you have a worthwhile part in the Lincoln observances in your community this February? A part that will be helpful to your community and at the same time create desirable publicity and useful personal contacts for yourself?

Here are specific suggestions.

1938 -- A Lincoln Year

The 75th Anniversary of

1. ***The Emancipation Proclamation.***
2. ***The Thanksgiving Proclamation.***
3. ***The Gettysburg Address.***

Lincoln Beard Display

Displays are, perhaps, your most effective publicity medium. New displays are made available to you this year. Chief of these is the new **Lincoln Beard Display.**

This large impressive display is designed for exhibition in—

Large store windows,

Lobbies of office buildings, stores, banks, hotels,

In the book or picture section of department stores,

In public libraries, museums, schools, public buildings, and clubs.

Very important: The frame of this display is **permanent** and can be used for framing other displays. The board on which the pictures are mounted is detachable from the frame. In November you will have the opportunity to secure another panel dealing with the 75th anniversary of the Gettysburg Address and the Thanksgiving Proclamation, for insertion in your frame and for display during November.

Other Displays

The new *International Lincoln* display reproduces pictures of Lincoln by foreign artists. It is suitable for—

Small store windows,
On counters or showcases.

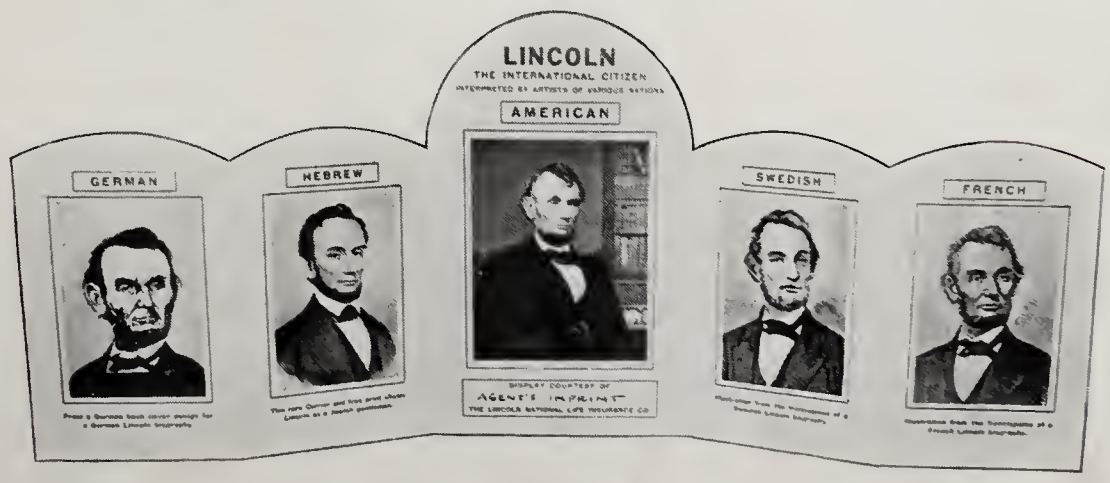
The popular *Lincoln Cabin* display is again available. This has proved particularly suited to:

School rooms,
Public libraries,
Small store windows.

The Lincoln Head Exhibit has the advantage of being suitable for display on walls. It might serve as:

A permanent exhibit in clubs or schools,
A background in small store windows.

INTERNATIONAL LINCOLN DISPLAY



Reproduces in black and white four portraits of Lincoln as foreign artists interpreted him, along with the Brady Lincoln in full color. Over all size 16″ x 40″. Price of entire display, including agent's imprint—25c.

THE LINCOLN BEARD DISPLAY

Do you know the story behind Lincoln's beard? It's a very interesting one. This human interest story with its wide appeal is pictured in the new display illustrated here.

An eleven year old girl, Grace Bedell by name, wrote this letter to Presidential Candidate Lincoln:

> My father has just come from the fair and brought home your picture and Mr. Hamlin's. I am a little girl only eleven years old but want you to be President of our United States . . . If you will let your whiskers grow . . . you would look a great deal better for your face is so thin. All the ladies like whiskers and they would tease their husbands to vote for you and then you would be President.
> I must not write any more. Answer this letter right off. Goodbye.
>
> *Grace Bedell*

Mr. Lincoln did answer her letter "right off" and this is part of what he said:

> As to the whiskers, having never worn any, do you not think people would call it a piece of silly affection if I were to begin it now?
> Your very sincere well wisher.
>
> *A. Lincoln*

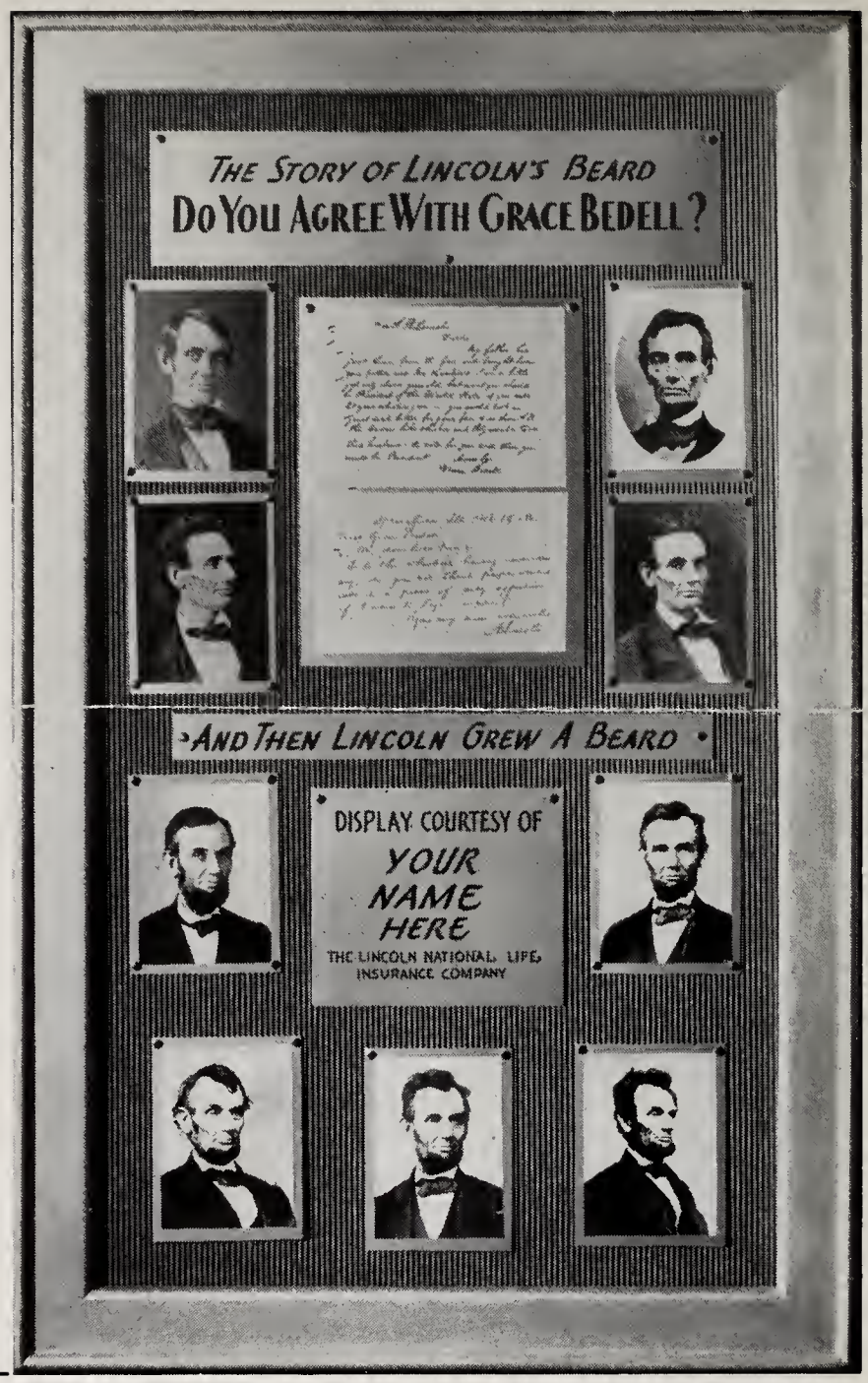
The originals of both these letters are reproduced in the display.

From the portraits of Lincoln, both before and after he grew the suggested beard, an observer of the display can answer himself the question with which the display is captioned. Among these pictures reproduced is the first photograph of Lincoln.

The over-all dimensions of the frame are 3x5 feet. The frame is of heavy wood and silvered. The pictures—each an actual photograph—are mounted upon a vivid silver and blue background. The color scheme is such that the display is particularly effective under lights.

The price of the display complete to you with agent's imprint card, and including shipping charges, is $5.00. If you already own the frame the price of the Lincoln Beard panel alone is $2.50.

Order now so the display will be in your hands by February 1.


THE STORY OF LINCOLN'S BEARD
DO YOU AGREE WITH GRACE BEDELL?
AND THEN LINCOLN GREW A BEARD
DISPLAY COURTESY OF
YOUR NAME HERE
THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

Things You Can Do

"What are some of the specific things I can do to make the most of Lincoln month in my community?" you ask. Here are some suggestions based upon the actual experiences of others during past Lincoln months.

Use Displays—Arrange for a Lincoln Beard display in the most prominent window or lobby available. Place one or more Log Cabin displays in those schools where you wish to gain an entree. Place International Lincoln displays in the windows of some of the merchants you do business with.

Contact Luncheon Clubs—Furnish Gettysburg Addresses and small Brady photographs as favors for a Lincoln meeting.

Contact the Teachers—Encourage essay contests on Lincoln. Furnish a school playlet. Furnish the teacher with a copy of the "Concise Biography" and the "Little Known Episodes."

Contact the Principals—Present the Lincoln portrait offer to the principal of each school.

Contact Professional Men—Follow the suggestion for using the Lincoln leaflets among professional men. Perhaps you may wish to present one of the Lincoln mementos shown on the back page to some of your most valuable centers of influence.

Contact Scout Leaders—Tell them about the Lincoln pilgrimage. Furnish "Scout Abraham Lincoln" to the troops.

Contact Program Chairmen — You can help program chairmen to arrange their Lincoln day programs. Here are some suggested groups for contact:

> Advertising Clubs, American Legion, Athletic Clubs, Bar Associations, Business and Professional Women, Churches, Daughters of American Revolution, Grand Army of the Republic, Historical Societies, Knights of Columbus, Lodges, Luncheon Clubs, Women's Clubs, Young Men's Christian Associations, etc.

Contact Policyowners and Prospects—Contact your parent-policyowners. Present a Lincoln Coin Card with a bright new Lincoln penny in the 1937 slot to the youngsters.

Lincoln Leaflets

There are available to you in quantities, at no cost, four-page leaflets which are of special interest to various groups of professional men. Why not contact members of these groups:

For Executives
Lincoln Manual for Executives (Form 2570)

For Army and Navy Officers
Lincoln's Military Manual (Form 2398)

For Politicians
Lincoln's Political Philosophy (Form 2572)

For Preachers
Lincoln's Moral Philosophy (Form 2571)

A Special O

Many of the schools of the
Lincoln, suitable for framing,
assembly rooms. Such a pict
Gilbert Stuart portrait) now h
panion picture of Lincoln is de
owns the finest color portrait o
by T. Hamilton Crawford fro

During the month of Febr
reproduced in full color, art lit
be presented free to any schoo
You will receive special instruc
handling these requests. This
tunity to contact the school pri

LINCOLN CABIN DISPLAY

The Lincoln birthplace farm in miniature. Built by an old man who lives near the birthplace in Hodgenville, Kentucky, from wood cut on original Lincoln farm. Red earth also taken from farm. When set up exhibit covers space 40″ by 50″. Cost of complete display including imprinted placards—$2.00.

LINCOLN HEAD EXHIBIT

Suitable for use on wall or in window. Famous Volk cast of Lincoln's head mounted on stained board (18x31 inches) with name "Lincoln" in raised letters. Head can be detached for other uses. Price of display including agent's imprint card—$3.00.

For Editors
Lincoln's Place in the Universe (Form 2215)
For Lawyers
Lincoln's Manual for Lawyers
For Teachers
100 Outstanding Events in Lincoln's Life
For Scout Leaders
Scout Abraham Lincoln

Boy Scout Pilgrimages

The birthday of the Boy Scout movement on February 8, and the birthday of Abraham Lincoln on February 12, occur within the same week. You can do much to tie these two anniversaries together by encouraging the Boy Scouts to make a pilgrimage to some Lincoln shrine on February 12. A beautiful picture of the statue of "Lincoln the Debater" will be presented by the Lincoln Foundation to every boy making this pilgrimage. Write to the Foundation, at the Home Office, for additional information.

· to Schools

ıtry desire a large portrait of ıang in halls, auditoriums, or of George Washington (the s in many schools, and a comd. The Lincoln National Life ɔraham Lincoln in existence—ıe famous Brady photograph. one copy of this portrait—aph, size 16 x 22 inches—will ıose principal makes request. s from your general agent for give you an excellent opporals in your community.

Dr. Warren's Lincoln Book

The director of our Lincoln Foundation, Dr. Warren, is the author of a 392-page book which is recognized everywhere as the authoritative volume on "Lincoln's Parentage and Childhood," which is the title it bears. This book is sold in bookstores for $3.50, and is so marked. You may secure copies through our department for 50 cents each.

On the back page you will find listed many other Lincoln books suitable for presentation. In addition, of course, are the Company booklets which, because of their low cost, are suitable for wide distribution—*"A Concise Biography," "Little Known Lincoln Humor,"* and *"Little Known Lincoln Episodes."*

Banquet Souvenirs

Banquet or luncheon tables offer opportunities for small Lincoln mementos. The Gettysburg Address or the small Brady photograph (Form 1966) or small booklets are especially appropriate for this purpose.

Watch your daily newspapers for announcements of such Lincoln banquets or luncheons.

Lincoln Programs

Committees in charge of Lincoln programs will appreciate suggestions. You are in position to furnish the following material — without charge — for speeches, plays, and programs:

Manuscript address entitled
"Lincoln's Early Vocations"

Manuscript address entitled
"Lincoln the Prairie Lawyer"

You might even deliver these speeches yourself when possible.

School playlet entitled
"Why Lincoln Grew a Beard"

Arranged for children in the sixth or seventh grades. Seven children in the cast representing Mr. and Mrs. Bedell and their daughter, Grace. Mr. and Mrs. Lincoln and their children.

Brief readings

1. English tributes to Lincoln—11 short readings.
2. Poems on Lincoln by New England poets—4 famous poems.
3. Poems by Abraham Lincoln — 3 poems relating to Lincoln's boyhood.
4. Lincoln questionnaire—100 questions and answers about Lincoln's life.
5. How "In God We Trust" got on our coins—a paper, seven minutes reading time.
6. Scout Abraham Lincoln—how Lincoln as a boy would have measured up to the Scout laws.

The following Lincoln items are available for prizes, mementos, or displays, and can be secured through the Supply Section of the Agency department at wholesale prices.

LINCOLN MATERIAL

(1) Bust by Volk; (2) Head by Volk; (3) Bust by Votering; (4) White Marbilite Bust; (5) Right Hand; (6) Left Hand; (7) Bust Book Ends: (8) Rebeck Book Ends; (9) Book Ends by French; (10) Letter Opener

ART

Bust by Volk.....$5.50
Actual life size, plastic material, bronze finish, height 18".

Head by Volk.....$2.25
Actual life size, plastic material, bronze finish, for hanging on wall.

Bust by Votering.....$2.00
Plastic material, bronze finish, height 10¼".

White Marbilite Bust.....$1.25
Composition material, for office or home, height 11".

Rebeck Book Ends.....$3.00 per set
Plastic material, bronze finish, weighted black base, height 8½".

Bust Book Ends.....$3.00 per set
Composition, bronze coating, 8" tall. No. 7.

Book Ends by French.....$8.75 per set
White metal, bronze coating, satin finish, measures 7½" x 5". No. 9.

Right Hand.....$1.25
Actual life size, plastic material, bronze finish.

Left Hand.....$1.00
Actual life size, plastic material, bronze or ivory finish.

Gavel.....$ .25
Wood from Lincoln's birthplace farm.

Letter Opener.....$ .85
White metal, bronze finish, 10¼" long.

BOOKS

Abraham Lincoln, 1809-1858.....$2.75
Beveridge's biography is considered among the best. Four volumes.

Lincoln's Parentage and Childhood.....$ .50
Dr. Warren's book is an acknowledged source book of Lincoln's Kentucky years. 392 pp.

Lincoln's Mary and the Babies..$ .30
Babcock's novel supports the Ann Rutledge story. 312 pp.

Abraham Lincoln.....$ .75
Sandburg's is the most interesting American biography. 604 pp.

Mary Lincoln, Wife and Widow....$ .75
Sandburg's is the most recent in this field. 350 pp.

True Story of the Gettysburg Address.....$ .75
By Tausek. 70 pp.

Life of Lincoln.....$ .75
Herndon's is the most famous Lincoln source book. 511 pp.

Lincoln's Own Yarns and Stories.....$ .75
By McClure. 416 pp.

BLOTTERS

Lincoln Head.....No charge

Lincoln and Tad (Form 2345-I).....No charge

Lincoln and Little Girl (Form 2345-K).....No charge

Lincoln Visiting the Wounded (Form 2345-J).....No charge

MISCELLANEOUS

New Playing Cards....(per deck) $ .40
Finest quality, black and silver or black and gold combinations.

New Book Matches
Bearing Lincoln head and agent's imprint.
$3.25 for 1,000 books
$7.50 for 2,500 books

Lincoln Paper Weights.....$ .25
Brushed brass.

Lincoln Paper Weights.....$ .10
Composition, bronze finish.

Lincoln Coin Cards.....$ .05 .02
Size 5½ x 9 inches, slots for 35 Lincoln pennies.